



EICHER TRUCKS AND BUSES INAUGURATES DEALERSHIPS in NASIK

May 28, 2013: VE Commercial Vehicles Limited (VECV) - a Volvo group and Eicher Motors JV inaugurated the modern, state of the art dealership of Eicher branded trucks and buses in Nasik to provide after sales support to its rapidly growing customer in Western India. The 3S (sales, service and spares) facility spread over 75,000 square feet is located on the Mumbai-Agra highway at Dindori. There are 14 bays in the sprawling 12500 square feet workshop and is the biggest commercial vehicles set-up in Nasik region. Eicher has 250 touch points nationally with 48 dealership in the Western region.

The new dealership managed by M/S Pawar Automobiles is being promoted by Mr. Mohan Pawar. M/S Pawar automobiles have had a long standing relationship with the Eicher brand. They first set up their dealership in Nasik in May 2002 and have now set up a brand new fully equipped 3S facility on the Mumbai-Agra Highway. The service personnel have been trained at the Eicher regional competency development centre (RCDC) training centre in Ahmedabad

At the inauguration, Mr. A.K. Birla, Executive Vice President, Sales and Marketing, VECV commented "We want to get closer to our customers and ensure that they are able to get their products serviced much easier and faster. We are continuously enhancing the standards of our workshop facility so that we provide best-in-class service and uniform customer experience to our customers"

The first Eicher branded truck rolled out from its state of the art manufacturing plant in 1986 and over the past 26 years, the products have got endorsement from happy customers of over 300,000 vehicles. Eicher today has transformed itself into a complete CV manufacturer with a wide product range from 5t to 40t GVW trucks and 15 to 65 seater buses. It has consolidated its market shares across the LD/MD, HD and bus segment. In the LD/MD segment, the Eicher brand reached 31.4% in 2012, up from 30.5% in 2011 and 25.6% in 2009. The Bus market share reached 11.9% in 2012 up from 9.7% in 2011 and 5.7% in 2009. In HD segment, It is making strong inroads into Heavy Duty trucks segment of 16T-40T with "VE" series of Fuel Efficient heavy duty trucks. With more than 21000 VE series, the trucks have received very good response from the market with its promise of delivering enhanced Value to the customers.

Eicher Trucks and Buses over time have been trusted and proven to be the best in class fuel efficient vehicles. Fuel efficiency (FE) is a critical parameter in purchase decisions of Commercial Vehicles as fuel constitutes over 50% of the running cost for the customer. Eicher brand has always been associated with fuel efficiency and the same has been proven through various trials and actual usage by the customers. Using state-of-the-art technology, innovative design and engineering, an Eicher vehicle consumes less diesel as compared to others leading to more profitability for the customers.

As part of aftermarket differentiation, there has been significant improvement in "After Sales" infrastructure. With successful commissioning of VE parts distribution centre, parts availability has improved across the board. Also, to enhance parts reach, Eicher genuine parts are available in more than 2200 multi brand parts retail outlets. Apart from this, concept of "Eicher Genuine Parts" (EGP) counters was rolled out last year to enhance geographical spread and as a result of that more than 70 EGP counters are up and running supporting our customers across the country. Apart from

250 sales and service touch points and more than 1600 service bays, an innovative site support model has been set up for our customers through deployment of container set ups for off highway customers. These container set ups are deployed at more than 15 remote locations across the country.

To optimize the maintenance cost, “Freedom – Service Agreement” an annual maintenance contract in different packages based on the customer needs and applications has been institutionalized. Similarly, insurance tie ups with insurance companies provide cashless motor insurance to the customers there by helping Eicher become one stop solution provider to the customers. “Eicher On-road Service” (EOS) provides en-route breakdown assistance to customers 24x7, 365 days on pan India basis. **Eicher Promise** is an assurance to the customer that in the event of a truck or bus breaking down pan India, the vehicle will be brought back to motorable condition within 48 hours. Driver training school is a special initiative taken to promote road safety and runs specialized “Fuel efficient Driving” program to sensitize the drivers on importance of fuel saving and thereby increasing profitability of our customers.

About VE Commercial Vehicles Ltd (VECV):

VE Commercial Vehicles Limited (VECV) is a 50-50 joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher’s components and engineering design services businesses as well as the sales and distribution business of Volvo trucks within India. VECV vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

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